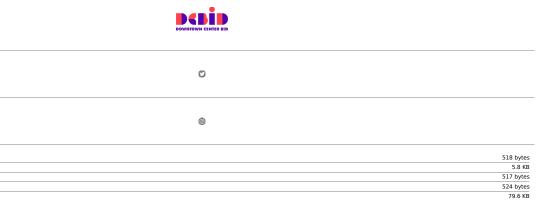
Subject: Re: Ad Campaign Info From: Christopher Loos <chris@urbanize.la> Date: 092/2/2/017 12:36 PM To: Julia Marino <jmarino@downtownla.com> CC: Christy Anderson <canderson@downtownla.com></canderson@downtownla.com></jmarino@downtownla.com></chris@urbanize.la>
Hi Julia,
Please sign, date and return the attached insertion order.
You can view the e-invoice at this link:
$\frac{https://mv.freshbooks.com/#_flink}{(ev)hbGciOiJIU21NilsInR5cCl6likpXVCJ9.evjtYmpJY3RpZCl6lik2MTQzNylsImxldmVsljowLCJ1c2VyaWQiOjM2ODU5NSwic3lzdGVtaWQiOjE5NjA1MDMsImV4cCl6MTUzNzY0NDg4NSwidHlwZ5l6lmludm9pY2UiLCjhY2NvdW50aWQiOilwS09ObCJ9.8G-L9JqvlR8XhlL4Gv93mavsQU1b78jFUo0HuJj5ans?share_method=share_link&type=secondary.}$
Thanks,
Chris
- On Fri, Sep 22, 2017 at 10:54 AM, Julia Marino < <u>imarino@downtownla.com</u> > wrote:
This is great! Thanks, Chris! I'm requesting this work from our graphic designer and will have those files to you in advance of the deadline. I'll look out for your insertion order and invoice so we can get that squared away.
My best.
Julia Marino
Julia marino Conomic Development Associate
https://www.downtov
Downtown Centre Business Improvement District 276 Wildeline Wiles Starte 200 L 10e Aprollec CA 90017
526 Wilshire Blvd. Suite 200 I Los Angeles, CA 90017 Calt 213-16-7529 I Fax: 211-624-0858 Web: Downtown A.com
aca
From: Christopher Loos [mailto:chris@urbanize.la]
Sent: Friday, September 22, 2017 10:47 AM To: Julia Marino < <u>imarino@downtownla.com</u> >
Cc: Christy Anderson < <u>canderson@downtownla.com</u> > Subject: Ad Campaign Info
Hi Julia,
Sorry to have missed you on this morning's call. Here's the specifics Christy and I discussed:
Ad Type Visibility CPM Impressions Cost Notes 370:50 AB
970:09
ATF Desktop \$12 20,833 \$250 Images
AB AB
Rectangle Banner ATP Mobile 512 20.833 \$250 images
Total 41.666 \$500
This initial campaign would be for a total of \$500, split evenly across 2 different ad types:
970x90 Large Leaderboard - Banner ATF (Desktop)
336x290 Lurge Rectangle - Banner ATF (Mobile)
This campaign would begin next Wed Sep 27 , and run through Tue Oct 3 (1 week) and will deliver 41,666 total impressions . Last week Urbanize had around 51,000 user sessions, so assuming that we get a similar amount of traffic during the next couple weeks your campaign will be visible for ~ 82% of sessions - pretty good saturation.
The campaign would also make use of AB split testing. You'd provide us with 2 different images for each ad size. The impressions will be split evenly over each image (so each image gamering 10,416 impressions). At the end of the campaign we'll provide you with the independent performance metrics (e.g. click counts, etc. for each graphic-useful information for next time around!
I'll get the insertion order and invoice to you this morning. Signing the IO locks in your reservation. We ask that the invoice is paid prior to the start of the campaign.
Image files can be in PNG, JPEG or GIF format and must be provided no later than 8pm Tue Sep 27.
If you have any questions, please don't hesitate to ask. I'm excited to be partnering with DCBID! You guys are DTLA's biggest advocates and do amazing work:)
Thanks,
Chris
Chris Loos
Co-founder
chris@urbanize.la
www.urbanize.la ph. 213.537.2157
DI. 213-32/2137
Chris Loos Co-founder
chris@urbanize.la www.urbanize.la
ph. 213.537.2157
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Re: Ad Campaign Info

image005.jpg image001.png image006.jpg image007.jpg DCBID_IO_09222017.pdf



2 of 2 12/15/2017 01:25 PM